

Message Text

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PAGE 01 MONTEV 04280 071945Z
ACTION ARA-14

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R 071851Z SEP 77
FM AMEMBASSY MONTEVIDEO
TO AMCONSUL SAO PAULO
INFO USDOC WASHDC
SECSTATE WASHDC 4701

UNCLAS MONTEVIDEO 4280

SAO PAULO PASS TO TRADE CENTERDIRECTOR, MARTIN HEFLIN
USDOC PASS TO BIC/OIM, JIM BLOW

E.O. 11652: N/A
TAGS: BTRA, UY
SUBJ: POTENTIAL TRAVEL OF TRADE CENTER PARTICIPANTS TO URUGUAY

REF: HEFLIN LETTER OF AUGUST 18 TO REYNOLDS

1. EMBASSY APPRECIATES YOUR LETTER OF AUGUST 18 INDICATING
POSSIBLE INTEREST OF SEVERAL US FIRMS IN TRAVELING TO
URUGUAY TO TALK TO POTENTIAL AGENTS OR DISTRIBUTORS. YOU
MAY BE ASSURED OF FULL EMBASSY SUPPORT AND ASSISTANCE TO THESE
VISITORS AND TO OTHER SUBSEQUENT PARTICIPANTS AT THE
TRADE CENTER WHO MAY WISH TO CONTINUE ON TO URUGUAY FOR
BUSINESS PURPOSES.

2. OF THE THREE FIRMS NOTED IN YOUR LETTER, THE LINES OF THE
EXPORT MANAGEMENT COMPANY, AD. AURIEMA INC., POTENTIALLY HAVE
THE WIDEST INTEREST AND MARKETABILITY IN URUGUAY.
FLOWMETERS, FLOW AND LEVEL SWITCHES, TANK INDICATING SYSTEMS
AND MOISTURE ANALYZERS SHOULD BE OF INTEREST TO A VARIETY OF
URUGUAYAN INDUSTRIES WORKING WITH LIQUID COMPONENTS. THE
FOLLOWING FOUR URUGUAYAN FIRMS AHVE EXPRESSED AN INTEREST IN
REPRESENTING THE US COMPANY: (1) ANGEL MOKUVOS; (2) MANUEL
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PAGE 02 MONTEV 04280 071945Z

GUELF, S.A.; (3) N. MANZIONE S.A., AND (4) COASIN URUGUAYA
S.R.L.

3. PROBABLY, OF SOMEWHAT MORE LIMITED INTEREST IS THE LINE OF
PRODUCTS REPRESENTED BY IRCON INC. INFRARED THERMOMETERS WOULD
BE OF INTEREST TO A LIMITED, ALTHOUGH EXPANDING, GROUP
OF INDUSTRIES IN URUGUAY. THE SAME FOUR URUGUAYAN FIRMS CITED

ABOVE HAVE ALSO EXPRESSED INTEREST IN REPRESENTING IRCON, INC.

4. OF LEAST MARKETABILITY IS THE PRODUCT LINE REPRESENTED BY FIFE CORP. STRIP GUIDING EQUIPMENT WOULD BE OF PARTICULAR INTEREST TO THE METALS INDUSTRY WHICH IS RELATIVELY SMALL IN URUGUAY. IF THE EQUIPMENT IS ALSO ADAPTABLE TO THE PROCESSES OF THE PAPER-MAKING INDUSTRY, SOMEWHAT MORE INTEREST COULD BE FOUND HERE. THE FOLLOWING FIRMS HAVE EXPRESSED AN INTEREST IN REPRESENTING FIFE CORP IN URUGUAY: (1) ZANDER MONTEVIDEO LTDA.; (2) PABLO SCHWED REPRESENTACIONES; (3) N. MANZIONE, S.A., (4) MANUEL GUELF, S.A., (5) ANGEL MOKUVOS; AND (6) COASIN URUGUAYA S.R.L.

5. UNFORTUNATELY, THE CURRENT LIST OF SCHEDULED EXHIBITIONS WAS NOT ENCLOSED WITH YOUR LETTER. WORKING FROM AN EARLIER LIST WHICH JIM BLOW GAVE US SEVERAL MONTHS AGO, COULD YOU PLEASE PROVIDE US WITH 25 PACKETS OF CATALOGUES, FLYERS AND GENERAL INVITATIONS FOR THE GRAPHIC ARTS SHOW, 50 FOR THE HEALTH CARE EQUIPMENT SHOW, AND 75 FOR THE FOOD PROCESSING AND PACKING SHOW.

6. WHEN THE COMATT, MR. SLAGHT, IS IN SAO PAULO FOR THE COMMERCIAL OFFICERS CONFERENCE IN NOVEMBER, HE AND OTHER EMBASSY OFFICERS HOPE TO SPEND SOME TIME WITH YOU DISCUSSING HOW BEST THE EMBASSY CAN SUPPORT THE CENTER'S ACTIVITIES.
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PAGE 03 MONTEV 04280 071945Z

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